

## **Privacy Policy**

### **Performance Medicine & Sports Therapy**

**Effective Date: January 1, 2026**

Performance Medicine & Sports Therapy ("PMST," "we," "our," or "us") respects your privacy and is committed to protecting your personal information and protected health information (PHI).

This Privacy Policy explains how information may be collected, used, disclosed, and protected when you:

- visit our website;
- request information;
- communicate with us;
- schedule services;
- receive healthcare services;
- interact with our digital platforms, forms, or advertisements.

This Privacy Policy applies to:

- Performance Medicine & Sports Therapy;
- certain Physical Therapy services provided as a department of Crescent Regional Hospital Outpatient Department where applicable;
- our employees, contractors, providers, vendors, and business associates acting on our behalf.

### **IMPORTANT HEALTHCARE PRIVACY NOTICE**

This website Privacy Policy is not a substitute for our full HIPAA Notice of Privacy Practices.

Our Notice of Privacy Practices explains:

- how protected health information may be used and disclosed;
- your healthcare privacy rights;
- your rights regarding access to medical records;
- breach notification rights;

- complaint procedures.

A copy of our Notice of Privacy Practices is available:

- at our clinics;
- upon request;
- through our administrative team.

## **INFORMATION WE MAY COLLECT**

Depending on your interaction with PMST, we may collect:

### **Personal Information**

- name;
- address;
- phone number;
- email address;
- date of birth;
- emergency contact information;
- payment information;
- insurance information;
- scheduling information.

### **Healthcare Information**

When applicable, we may collect healthcare-related information including:

- symptoms;
- injury information;
- treatment history;
- medical history;
- provider referrals;
- imaging or records;
- billing information.

Healthcare information may be protected under HIPAA and other applicable laws.

### **Website & Technical Information**

We may automatically collect:

- IP address;
- browser type;
- operating system;
- referring website;
- pages visited;
- time spent on pages;
- device information;
- website usage data.

### **HOW WE USE INFORMATION**

We may use information for:

#### **Healthcare Operations**

- scheduling;
- patient communication;
- treatment coordination;
- billing and payment;
- insurance verification;
- customer support;
- quality improvement;
- operational management.

#### **Website Operations**

- website functionality;
- analytics;
- troubleshooting;

- security monitoring;
- website optimization.

### **Communications**

We may contact you regarding:

- appointments;
- scheduling changes;
- billing matters;
- treatment follow-up;
- operational notices;
- clinic updates;
- services that may be relevant to your care.

You may opt out of certain non-essential communications at any time.

### **TEXT MESSAGES, EMAILS & ELECTRONIC COMMUNICATION**

By providing contact information and consenting where required, you authorize PMST and/or Crescent Regional Hospital Outpatient Department where applicable to contact you by:

- phone;
- voicemail;
- text message;
- email.

Electronic communication may involve some privacy or security risk despite reasonable safeguards.

Message and data rates may apply depending on your carrier.

You may revoke communication consent in writing at any time.

### **HOW INFORMATION MAY BE SHARED**

We may share information:

**For Treatment, Payment & Healthcare Operations**

Including with:

- healthcare providers;
- hospitals;
- billing vendors;
- laboratories;
- imaging centers;
- pharmacies;
- insurance carriers;
- healthcare operations vendors.

### **Business Associates**

We may share information with vendors or contractors performing services on our behalf under agreements requiring appropriate privacy and security protections.

### **Legal & Regulatory Requirements**

We may disclose information when required or permitted by law, including:

- court orders;
- subpoenas;
- law enforcement requests;
- public health reporting;
- regulatory compliance;
- fraud prevention;
- safety concerns.

### **Marketing Authorization**

We will not use protected health information for marketing purposes requiring authorization unless proper authorization has been obtained.

### **No Sale of PHI**

We do not sell protected health information.

### **WEBSITE ANALYTICS, COOKIES & TRACKING TECHNOLOGIES**

Our website may use:

- cookies;
- analytics tools;
- scheduling integrations;
- advertising tools;
- call tracking;
- website performance tools.

These technologies may collect website usage information.

You may modify browser settings to limit certain cookies or tracking technologies.

We strive to use reasonable safeguards regarding website technologies and healthcare privacy compliance.

### **THIRD-PARTY WEBSITES & LINKS**

Our website may contain links to third-party websites, scheduling systems, payment systems, or social media platforms.

PMST is not responsible for the privacy, content, or security practices of third-party websites or services.

Users should review the privacy policies of third-party platforms separately.

### **SOCIAL MEDIA, PHOTOS & TESTIMONIALS**

Photographs, videos, testimonials, or other patient media will only be used where appropriate authorization has been obtained when required.

Participation in marketing or media content is voluntary and refusal will not affect treatment.

Previously distributed public materials may not be retractable.

### **CHILDREN'S PRIVACY**

We do not knowingly collect personal information from children through the website without appropriate parental or guardian involvement.

Parents or guardians may contact us regarding minor privacy concerns.

## **DATA SECURITY**

We maintain reasonable administrative, technical, and physical safeguards designed to protect information from unauthorized access, use, alteration, or disclosure.

However, no website, email transmission, internet communication, or electronic storage system can be guaranteed completely secure.

## **YOUR RIGHTS**

Depending on applicable law, you may have rights regarding your information, including:

- requesting access to records;
- requesting corrections;
- requesting restrictions;
- requesting confidential communications;
- requesting an electronic copy of records;
- opting out of certain communications;
- filing a complaint.

Healthcare privacy rights are further described in our Notice of Privacy Practices.

## **LANGUAGE ASSISTANCE & ACCESSIBILITY**

Free language assistance services and auxiliary aids may be available when necessary.

Please notify our staff if you require assistance.

## **HOSPITAL OUTPATIENT DEPARTMENT NOTICE**

Certain Physical Therapy services may be provided as a department of Crescent Regional Hospital Outpatient Department where applicable.

Patients receiving hospital outpatient Physical Therapy services may receive:

- hospital/facility billing;
- professional/provider billing.

Patient financial responsibility may differ from independent physician or therapy offices.

### **GOOD FAITH ESTIMATE NOTICE**

Uninsured or self-pay patients have the right to receive a Good Faith Estimate explaining expected charges for healthcare services.

Please contact our office for additional information regarding self-pay pricing and Good Faith Estimates.

### **NO GUARANTEE DISCLAIMER**

Information on this website is provided for general informational purposes only and does not constitute medical advice.

No guarantees regarding treatment outcomes, athletic performance, recovery timelines, or healthcare results are made.

Services vary by provider, location, clinical appropriateness, and availability.

### **CHANGES TO THIS PRIVACY POLICY**

PMST may update this Privacy Policy periodically.

Updated versions will be posted on this website with a revised effective date.

Continued use of the website after updates constitutes acknowledgment of the revised policy.

### **CONTACT INFORMATION**

Performance Medicine & Sports Therapy

Website: [www.recoverwithpurpose.com](http://www.recoverwithpurpose.com)

Phone: 972-473-8980

Email: [info@recoverwithpurpose.com](mailto:info@recoverwithpurpose.com)

Mailing Address: 6101 Windhaven Pkwy, Suite 145, Plano TX 75093

Privacy Officer / Compliance Contact: Nick Kosarow

If you believe your privacy rights have been violated, you may contact us directly or file a complaint with the U.S. Department of Health and Human Services Office for Civil Rights.

You will not be retaliated against for filing a complaint.